



Witherslack
nurturing with nature

Dean Barwick Primary School

Social Media Policy

Witherslack, Grange-over-Sands, Cumbria LA11 6RS
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Statement of intent

Dean Barwick Primary School understands that social media is a growing part of life outside of school. We have a responsibility to safeguard our pupils against potential dangers when accessing the internet at school, and to educate our pupils about how to protect themselves online when outside of school.

MISSION STATEMENT

At Dean Barwick Primary School it is our aim to enable every child to develop all the skills and values necessary to be fulfilled in every respect. We see every moment as a precious opportunity to prepare our children for present and future challenges.

In order to achieve this, we will:

- Enable spiritual, moral, social, cultural, physical and mental development of every individual towards his or her full potential
- Provide a caring, friendly and supportive learning environment with strong, clear values at the core
- Provide a broad and balanced creative curriculum
- Plan our curriculum around 'learning outside the classroom' opportunities using the outdoor environment to enhance our children's learning experiences
- Work in close partnership with parents and the local community
- Work in collaboration with local organisations and schools to further develop our pupils' experiences and learning
- Invest in our staff through continuing professional development
- Teach fundamental British values via a curriculum that is engaging and relevant to our children
- Keep pace with a constantly changing world

WE CARE ABOUT ALL OUR CHILDREN

- Every individual is valued equally at Dean Barwick
- Children's physical and emotional well-being, social development and self-esteem, are all high priority.

We are determined to help our pupils:

- Grow in confidence
- To seek new challenges in a highly stimulating and supportive learning environment.

- Learn

The children receive encouragement, every step of the way, ensuring that they progress steadily towards their full potential.

Achievements are celebrated at every opportunity - in class, in whole school and in the wider community.

ETHOS

There is no place for extremist views of any kind in our school, whether from internal sources – pupils, staff, visiting adults, governors etc. or external sources – school community, external agencies or individuals.

Any prejudice, discrimination or extremist views, including derogatory language, displayed by pupils, staff, visitors or parents will always be challenged and, where appropriate, dealt with. Where misconduct by a teacher is proven, the matter will be referred to the National College for Teaching and Leadership for their consideration. Misconduct by other staff will be dealt with under normal school disciplinary procedures.

We encourage pupils to respect the fundamental British values of democracy, the rule of law, individual liberty and mutual respect, and tolerance of those with different faiths and beliefs. We ensure that partisan political views are not promoted in the teaching of any subject in the school and where political issues are brought to the attention of the pupils, reasonably practicable steps are taken to offer a balanced presentation of opposing views to pupils.

We are committed to:

- Encouraging the responsible use of social media in support of the school/academy's mission, values and objectives.
- Protecting our pupils from the dangers of social media.
- Preventing and avoiding damage to the reputation of the school through irresponsible use of social media.
- Protecting our staff from cyber bullying and potentially career damaging behaviour.
- Arranging e-safety meetings for parents.

1. Key roles and responsibilities

- 1.1. The governing body has overall responsibility for the implementation of the Social Media Policy and procedures of Dean Barwick Primary School
- 1.2. The governing body has responsibility for ensuring that the Social Media Policy, as written, does not discriminate on any grounds, including but not limited to: ethnicity/national origin, culture, religion, gender, disability or sexual orientation.
- 1.3. The governing body has responsibility for handling complaints regarding this policy as outlined in the school's Complaints Policy.
- 1.4. The Headteacher will be responsible for the day-to-day implementation and management of the Social Media Policy and procedures of Dean Barwick School.
- 1.5. Staff, including teachers, support staff and volunteers, will be responsible for following the Social Media Policy and for ensuring pupils do so also. They will also be responsible for ensuring the policy is implemented fairly and consistently in the classroom.
- 1.6. Parents and carers will be expected to take responsibility for the social media habits of their child/children at home.
- 1.7. Parents and carers will be expected to promote safe social media behaviour.

2. The school's e-safety team and network manager

- 2.1. The school's e-safety team consists of:
 - All Teaching and support staff
- 2.2. The school's network manager is Helen Fothergill.

3. Definitions

- 3.1. Dean Barwick Primary School defines "social media" as any online platform that offers real-time interaction between the user and other individuals or groups including but not limited to:

Blogs.
Online discussion forums, such as netmums.com.
Collaborative spaces, such as Facebook.
Media sharing services, such as YouTube.

'Micro-blogging' applications, such as Twitter.

- 3.2. Dean Barwick Primary School defines "cyber bullying" as any use of social media or communication technology to bully an individual or group.
- 3.3. Dean Barwick Primary School defines "members of the school community" as any teacher, member of support staff, pupil, parent/carer of pupil, governor or ex-pupil.

4. Training of staff

- 4.1. At Dean Barwick Primary School, we recognise that early intervention can protect pupils who may be at risk of cyber bullying or negative social media behaviour. As such, teachers will receive training in identifying potentially at-risk pupils.
- 4.2. Teachers and support staff will receive training on the Social Media Policy as part of their new starter induction.
- 4.3. Teachers and support staff will receive regular and ongoing training as part of their development.

5. Pupil expectations

- 5.1. Pupils are responsible for following the school rules and will be expected to follow requests from teachers.

6. Social media use - staff

- 6.1. School social media passwords are kept in the Headteacher's office. The passwords must never be shared.
- 6.2. Paul Macfarlane and Helen Fothergill responsible for the school's social media accounts.
- 6.3. Teachers may not access social media during lesson time, unless it is part of a curriculum activity.
- 6.4. The use of smart phone technology is outlined in our Mobile Phone Policy.
- 6.5. Teachers may use social media during their break times.
- 6.6. Members of staff should avoid using social media in front of pupils.
- 6.7. Members of staff **must not** "friend" or otherwise contact pupils through social media.
- 6.8. If pupils attempt to "friend" or otherwise contact members of staff through social media, they should be reported to the Headteacher.

- 6.9. Members of staff should avoid identifying themselves as an employee of Dean Barwick Primary School on social media.
- 6.10. Members of staff **must not** post content online which is damaging to the school or any of its staff or pupils.
- 6.11. Where teachers or members of staff use social media in a personal capacity, they should make it clear that their views are personal.
- 6.12. Teachers or members of staff must not post any information which could identify a pupil, class or the school.
- 6.13. Members of staff should not post anonymously or under an alias to evade the guidance given in this policy.
- 6.14. Breaches of this policy by members of staff will be taken seriously, and in the event of illegal, defamatory or discriminatory content, could lead to prosecution, disciplinary action or dismissal.
- 6.15. Members of staff should be aware that if their out-of-work activity brings Dean Barwick Primary School into disrepute, disciplinary action will be taken.
- 6.16. Members of staff should regularly check their online presence for negative content via search engines.
- 6.17. If inappropriate content is accessed online, an inappropriate website content report form should be completed and passed on to the Headteacher.
- 6.18. Attempts to bully, coerce or manipulate members of the school community, via social media, by teachers and members of staff will be dealt with as a disciplinary matter.
- 6.19. Members of staff should not leave a computer or other device logged in when away from their desk, or save passwords.
- 6.20. Staff members should use their school email address for school business and personal email address for their private correspondence; the two should not be mixed.

7. Social media use – pupils and parents/carers

- 7.1. Pupils may not access social media during school time, unless it is part of a curriculum activity.

- 7.2. Breaches of this policy by pupils will be taken seriously, and in the event of illegal, defamatory or discriminatory content could lead to prosecution, or exclusion.
- 7.3. Pupils and parents/carers **must not** attempt to discuss school matters with members of staff through social media. If inappropriate attempts to contact members of staff through social media are made, they will be reported to the Headteacher.
- 7.4. If members of staff attempt to “friend” or otherwise contact pupils through social media, they should be reported to the Headteacher.
- 7.5. Pupils and parents/carers should not post anonymously or under an alias to evade the guidance given in this policy.
- 7.6. Pupils and parents/carers **must not** post content online which is damaging to the school or any of its staff or pupils.
- 7.7. Pupils at Dean Barwick Primary School must not sign up to social media sites that have an age restriction above the pupil’s age.
- 7.8. If inappropriate content is accessed online on school premises, it **must** be reported to a teacher.
- 7.9. Photos or video taken at school or during school events must not be shared by parents on any social media platform if it contains children other than their own.
- 7.10. Photographs or video taken by parents at school events whether on the school site or off-site must not be shared on any social media platform if they contain other children.

8. Blocked content

- 8.1. All main social media websites are blocked by the network’s firewalls and only the office computer has access to Facebook, Twitter etc.
- 8.2. Attempts to circumvent the network’s firewalls by pupils will result in a ban from using school computing equipment, other than with close supervision. Attempts by staff are a disciplinary matter.
- 8.3. Inappropriate content which is accessed on the school computers should be reported to the Headteacher so that the site can be blocked.
- 8.4. Requests may be made to access erroneously blocked content by submitting a “[blocked content access](#)” form to the Headteacher. Content from sites such as YouTube may be used by teachers without the form providing the teacher has viewed the full footage to check suitability.

- 8.5. The final decision on whether access should be granted to a site will be made by the Headteacher.

9. Cyber bullying

- 9.1. At Dean Barwick Primary School, cyber bullying is taken seriously.
- 9.2. Incidents of cyber bullying will be dealt with and reported along the same chain as the Anti-Bullying Policy.
- 9.3. Staff members should never respond or retaliate to cyberbullying incidents. Incidents should instead be reported as inappropriate, and support sought from their line manager or senior staff member.
- 9.4. Evidence from the incident should be saved, including screen prints of messages or web pages, and the time and date of the incident.
- 9.5. Where the perpetrator is a current pupil or colleague, most cases can be dealt with through the school's own disciplinary procedures.
- 9.6. Where the perpetrator is an adult, in nearly all cases, a senior staff member should invite the victim to a meeting to address their concerns. Where appropriate, the perpetrator will be asked to remove the offensive content.
- 9.7. If the perpetrator refuses to comply, it is up to the school to decide what to do next. This could include contacting the internet service provider in question through their reporting mechanisms, if the offensive content breaches their terms and conditions.
- 9.8. If the material is threatening, abusive, sexist, of a sexual nature or constitutes a hate crime, the school will consider contacting the police.
- 9.9. As part of our on-going commitment to the prevention of cyber bullying, regular education and discussion about e-safety will take place as part of computing and PSHE.

10. Be SMART online

- 10.1. We encourage pupils to take a SMART approach to social media behaviour:

Safe – Do not give out personal information, or post photos of yourself to people you talk to online. Follow age restriction rules.

Meeting – Do not meet somebody you have only met online. We encourage parents/carers to speak regularly to their children about who they are talking to online.

Accepting – We advise that pupils only open emails and other forms of communication from people they already know.

Reliable – We teach pupils about the dangers of believing everything they see online.

Tell – We encourage pupils to tell a teacher, parent or care